1. Digital marketing is often referred to as_____.

    A. online marketing
    B. internet marketing
    C. web marketing
    D. All of the above

2. Which of the following is a type of digital marketing activity?

    A. Email marketing.
    B. Social web marketing.
    C. Viral marketing.
    D. All of the above

3. Which of the following is not a traditional forms of digital marketing?

    A. radio
    B. TV
    C. billboard
    D. All of the above

4. What is not true about digital marketing?

    A. Digital marketing is any form of marketing products or services that involves electronic devices.
    B. Digital marketing can be done online
    C. Digital marketing cannot be done online
    D. Digital marketing is often referred to as online marketing, internet marketing or web marketing.

5. How many main pillars of digital marketing?

    A. 2 (communications and commerce)
    B. 4 (content, communications, community and commerce)
    C. 3 (content, communications and commerce)
    D. 5 (content, costing, communications, community and commerce)

6. Marketing that moves away from a transaction-based effort to a conversation (i.e. two-way dialogue) and can be described as a situation or mechanism through which marketers and a customer (e.g. stakeholders) interact usually in real-time is known as:

    A. Direct Marketing
    B. Eectronic marketing
    C. Interactive Marketing
    D. Indirect Marketing

7. In the first 10 years, the web was heavily used as a static publishing and/or retailing (transactional) channel. This was known as:

    A. Web 2.0.
    B. Web 3.0.

    C. Web 1.0.
    D. Web 3.0.

8. Digital marketing includes_____.

    A. voice broadcast
    B. podcasting
    C. RSA
    D. Both A and B

9. A website`s front - or home page should include_____

    A. A lengthy description of the organization
    B. Logos depicting awards the site`s designers have received
    C. Links to other websites
    D. None of the above

10. This is the process of marketing accomplished or facilitated through the application of electronic devices, appliances, tools, techniques, technologies and or systems:

    A. Direct Marketing
    B. interactive marketing
    C. Electronic marketing
    D. internet marketing

1. SEO stands for_____.

    A. Search Engine Optimization
    B. Search Engine Optimum
    C. Search Electronic Optimization
    D. None of the above

2. If a website's search engine saturation with respect to a particular search engine is 20%, what does it mean?

    A. 20% of the webpages of the website have been indexed by the search engine
    B. Only 20% of the pages of the website will be indexed by the search engine
    C. 20% of the websites pages will never be indexed
    D. None of the above

3. Which of the following items search engines don't want?

    A. keyword stuffing
    B. buying links
    C. poor user experience
    D. All of the above

4. For SEO site content should have?

    A. meta descriptions
    B. title tags
    C. Both A and B
    D. None of the above

5. Which of the following factors have an impact on the Google PageRank?

    A. The text used to describe the inbound link to a page of a web site
    B. The total number of inbound links to a page of a web site
    C. The subject matter of the site providing the inbound link to a page of a web site
    D. The number of outbound links on the page that contains the inbound link to a page of a web site

6. Which of the following free tools/websites could help you identify which city in the world has the largest search for the keyword : "six sigma"?

    A. Alexa
    B. Google Trends
    C. Google Traker
    D. Word Tracker

7. Which of the following statements is correct with regard to natural links?

    A. They are two way links
    B. They are from authority websites
    C. They are voluntary in nature
    D. They are from .edu or .gov extension websites

8. Pages that are linked from other search engine is known as _____.

    A. crawled pages
    B. indexed pages
    C. unindexed pages
    D. root pages

9. What is full form of FFA pages?

    A. Free for Alternative links
    B. Free for All Search Engine
    C. Free for All links
    D. Free for Alexa

10. Which of the following search engines offers a popular list of the top 50 most searched keywords?

    A. Google
    B. Yahoo
    C. Bing
    D. Lycos

1. Social networks are organized primarily around _____.

A. brands
B. people
C. discussions
D. interests

2. Which social network is considered the most popular for social media marketing?

A. Twitter
B. Facebook
C. LinkedIn
D. WhatsApp

3. What is the name for Facebook`s ranking algorithm?

A. Like Rank
B. Face rank
C. Page rank
D. Edge rank

4. Which of the following is an important aspect of creating blogs and posting content?

A. Using a witty user name
B. Posting at least once a month to the blog
C. Social Media Optimization
D. All of the above

5. What is meant by "micro-blogging"?

A. Blogs which are posted by companies, not individuals
B. Blogs with limited individual posts, limited by character count typically
C. Blogging from mobile devices
D. All of the above

6. What is "social media optimization"?

A. Creating content which easily creates publicity via social networks
B. Writing clear content

C. Creating short content which is easily indexed
D. Hiring people to create content for social networks

7. What would the marketing budget section of a marketing plan detail?

A. The cost to write the plan
B. The marketing personnel job descriptions
C. The expected costs for each ad campaign based on the delivery method
D. None of the above

8. What is the name of Facebook's analytic package?

A. Princeps
B. Viewership
C. Discover
D. Insights
View Answer

9. How does creating a social network marketing plan differ from a traditional marketing plan?

A. The brand image should be completely different for social marketing
B. The staff requirements and skill sets for social marketing are different
C. Other than the method of delivery, a marketing plan either way will be similar
D. None of the above

10. Which of the following is functions of social media for business?

A. Are you participating in the conversation and sharing?
B. Are you listening and monitoring what is being said about you?
C. Both A and B
D. None of the above

1. In Content marketing the content should be?

A. valuable
B. relevant
C. consistent
D. All of the above

2. Content marketing aims _____.

A. drive profitable customer action
B. distract defined audience
C. lose defined audience
D. None of the above

3. Approximately how many businesses content marketing is used?

A. 20% to 30%
B. 40% to 50%
C. 60% to 70%
D. 80% to 90%

4. Which of the following is not a goal of Content Marketing?

A. Engagement
B. Sales
C. Customer novice
D. Up-selling

5. Which of the following comes under content pyramid?

A. blog post
B. social update
C. tweets
D. All of the above

6. Which of the following is not a benefit of content marketing?

A. Increased sale
B. Better customers who have more loyalty
C. less engagement
D. Cost saving

7. The word "blog" is a shortened version of _____.

A. webblog
B. weblog
C. welog
D. vlog

8. What is the full form of CMS?

A. Content Maintaince System
B. Content Management Site
C. Content Management System
D. Content Marketing System

9. A period where content collapses in on itself as audiences max out on their abilities to consume it is known as _____.

A. Content Cliff
B. Copywriting

C. Cornerstone Content
D. Crowdsourcing

10. The act of collecting, organizing, and sharing content is known as _____.

A. Crowdsourcing
B. Curation
C. Cornerstone Content
D. Digital Commerce

1. Which of the following comes under email marketing?

A. Email newsletters
B. Lead Nurturing
C. Digests
D. All of the above

2. Which of the following is not an advantage of email newsletters?

A. Email newsletters spread your brand awareness
B. leverage the temporary content
C. freedom to include different types of content
D. leverage the existing content

3. Which of the following is most important metric to track email marketing?

A. CTR
B. Open rate
C. Click rate
D. All of the above

4. What technique is used by legitimate marketers to customize offerings for specific customers?

A. personalization
B. spamming
C. spoofing
D. None of the above

5. Select the features of a lead nurturing platform?

A. A/B testing
B. Landing page creation
C. Campaigning
D. All of the above

6. This is a term for the number of times that user click on links in a message or on a website : it is much higher for legitimate marketing emails that for spam.

A. personalization
B. spamming
C. CTR
D. spoofing

7. Identify the factor that enables tracking of good and bad reputation?

A. IP address
B. User engagement
C. Fequency
D. All of the above

8. How important is the authentication process in email marketing?

A. Not Important
B. Can be skipped
C. Very Important
D. depend on individual

9. In which type of email campaign, advertisement are sent to target group of customer?

A. Direct email marketing
B. Indirect email marketing
C. Spamming
D. spoofing

10. Which of the following is correct size of email template before executing a campaign?

A. 15KB
B. 18KB
C. 20KB
D. 15MB

1. Which of the following is the form of mobile marketing?

A. text
B. voice call
C. graphic
D. All of the above

2. Which of the following is most common delivery channel for mobile marketing?

A. text
B. voice call
C. graphic
D. Search engine marketing

3. What is the full form of LBS in mobile marketing?

A. Lead-based Service
B. List-based Service
C. Location-based Service
D. None of the above

4. What is the key aspects of sending effective push notifications?

A. Send highly personalized messages
B. Send with high frequency
C. Both A and B
D. None of the above

5. What are 2 data-backed push messaging best practices?

A. Do not use promotional language
B. Send push notification during week (avoid weekends)
C. Schedule push message for afternoon
D. None of the above

6. Which of the following marketing based on very small, specific geographical locations (like neighborhoods or even specific streets)?

A. Hyperlocal marketing
B. SMS marketing
C. QR codes
D. All of the above

7. What is true about 2D barcodes?

A. barcodes cannot scan vertically
B. barcodes cannot scan horizontally
C. A mobile user can scan barcodes in the environment to access associated information.
D. Both B and C

8. How many % of mobile web users abandon pages if they don't load within 10 seconds?

A. 6%
B. 65%
C. 50%
D. 75%

9. How many % of adults primarily use their smartphones to access content/information?

A. 0.85
B. 0.9
C. 0.95
D. 0.97

10. How many maximum character are allowed in SMS marketing?

A. 150 character
B. 160 character
C. 170 character
D. 180 character

1. What is full form of PPC pages?

A. Per Pay Click
B. Pay Per Click
C. Prize per click
D. Both A and B

2. The formula of Pay-per-click is?

A. Advertising cost ($) + Ads clicked (#)
B. Ads clicked (#) / Advertising cost ($)
C. Advertising cost ($) / Ads clicked (#)
D. Ads clicked (#) * Advertising cost ($)

3. What are the following factors behind Successful PPC Advertising?

A. Keyword Relevance
B. Landing Page Quality
C. Quality Score
D. All of the above

4. PPC advertising offers a unique opportunity to _____.

A. Generate Leads at High Costs
B. Grow Your Customer Base
C. Generate Leads at Low Costs
D. Both B and C

5. The most effective AdWords ad headlines _____.

A. include the company name or website domain name
B. do not contain the most important keywords
C. directly relate to the keywords being searched
D. are written in all capital letters

6. To indicate a keyword as an exact match, which of the following should be used?

A. Quotations
B. Brackets
C. Parenthesis
D. Semicolon

7. Single-word or general keywords are _____

A. too broad and can lead to clicks from people who don't know what you're offering
B. excellent for your return on investment
C. useful in generating highly targeted traffic for your site
D. good for preventing irrelevant traffic

8. An AdWords Standard Edition account can house up to _____ campaigns and _____ ad groups per campaign.

A. 1, 1
B. 10, 25
C. 25, 100
D. No Limit, No Limit

9. What formula does Google use to determine the actual CPC when an advertiser's ad is clicked on?

A. Clicks / Impressions
B. QS * Max CPC (bid)
C. Position * QS
D. Impressions * Clicks

10. Google determines an ad`s rank based on:

A. your website`s performance in Google`s natural search results.
B. your CPC bid
C. your keyword`s quality score on Google and its CPC.
D. the length of time you have been an AdWords advertiser.

--

Which of the following marketing techniques are most likely to pay you?
A. Pay per click advertising
B. Using social media marketing strategies
C. Posting press releases
D. Article marketing

What is a great way to improve your website's "stickiness", which is keeping someone on your website and encouraging them to come back?
A. Make your website interactive with things to do such as quizzes, downloads, video to watch and audio to listen to
B. Have a lot of text to read
C. Make it difficult to locate the contact information
D. Pack a lot of graphics, photos, and text onto each page

The best way to improve search engine ranking is with
A. Video
B. A blog
C. Having at least 500 words of text per page
D. using a lot of graphics per page

What is the maximum number of characters allowed in a tweet?

A. 145

B. 280

C. 160

D. 140

Good marketing is no accident, but a result of careful planning and _____.

A. execution

B. selling

C. strategies

D. research

Social networks have an enormous information sharing capacity. As such, they are a great distribution channel for _____.
A. Customer Feedback
B. Viral Content
C. Exclusive Coupons
D. Marketing Messages

Larger social networking sites
A. Will force niche social networks out of business.
B. Set social media trends.
C. Are expected to see declining growth rates.
D. Are a better fit for most nonprofit organizations.

What is the term adopted for updates by Twitter users?
A. Tweets
B. Twoots
C. Twinks
D. Posts

Why is it important to post to a blog regularly?
A. It reduces the cost per blog post
B. Keep readers engaged and also give search engines content to index
C. It gives the social media marketing specialist something to do
D. It allows more chances for the company to put

Which of the following is an important aspect of creating blogs and posting content?
A. Using a pseudonym
B. Posting at least once a year to the blog
C. Social media optimization
D. Avoid SEO and go for SEM instead

What is a "vlog"?
A. Video Log
B. Video Blog

C. Log of Blog Activity

D. Blogging With Different Fonts

What can a company do on Facebook apart from their page to create a following?

A. Post more updates than usual

B. Post controversial posts

C. Use several pictures

D. Use Groups, both company originated and posting to other groups

What is "social media optimization"?

A. Creating content which easily creates publicity via social networks

B. Writing clear content

C. Creating short content which is easily indexed

D. Hiring people to create content for social network

Which of the following is valuable in increasing a page rank?

A. Paying for placement

B. Static content

C. Quantity of links from other highly ranked pages to your site

D. No contact information

What is the full form of CRO?

   A. Cost Rate Optimization
   B. Conversion Rate Optimization
   C. Click Rate Optimization
   D. Count rate Optimization

For every $92 spent acquiring customers, how much money is spent converting them?

   A. $1
   B. $2
   C. $15
   D. $55

UNIT 7 & 8 – New challenges & Cyber Law

Q.1. Digital media is any digitalized content that can be transmitted over the _____
encompassing the use of textual information, graphics, audio and video

a. Wires

b. Time

c. Internet

d. Devices

Q.2. Most digital media involves translation of _____ data into digital data

a. New media

b. Internet

c. Analog

d. Search engine

Q.3. It was on _____Videsh Sanchar Nigam Limited (VSNL) formally launched internet for Indian public

a. August 20, 1994

b. August 24, 1995

c. August 15, 1994

d. August 15, 1995

Q.4. The early history of internet dates back to _____ when it was launched for educational and research communities

a. 1990

b. 1980

c. 1989

d. 1986

Q.5. The initial launch of Internet services in India was with a rate of _____for a 250hours TCP/IP account for commercial organisations at 9.6 kbps speed

a. Rs. 35,000

b. Rs. 30,000

c. Rs. 25,000

d. Rs, 20,000

Q.6. _____ policy is one of the policies coming along with new media sharing all intellectual and creative goods is one of huge advantages of the internet

a. Privacy

b. Copyright

c. Intellectual

d. New media

Q.7. _____ issue means securing personal information and user history online

a. Privacy

b. Copyright

c. Cyber crime

d. Phishing

Q.8. Local business need to focus on building _____results

a. Local

b. National

c. International

d. All of the above

Q.9. One major challenge for new media for younger market is _____

a. privacy issues

b. spamming

c. safety of social networks

d. all of the above

10. _____ is a fastest growing area of crime

a. Phishing

b. Hacking

c. Cybercrime

d. All of the above

11. _____ allows users to freely express their opinion

a. Social networks

b. Internet

c. New technology

d. Mobile phones

12. _____ means stealing someone's identity online

a. Spamming

b. Hacking

c. Identity theft

d. None of the above

13. Spamming and _____ are the two forms of cybercrimes

a. Phishing

b. Hacking

c. Identity theft

d. All of the above

14. The most common source to steal identity information of others are data breaches affecting _____websites

a. Companies

b. Social networking

c. Government

d. Religious

15. _____ is basically unwanted emails and messages

a. Spam

b. Phishing

c. Hacking

d. All of the above

16. Data breeches can be done to private websites that contain information relating to _____

a. credit card

b. address

c. email ids

d. all of the above

17. _____ means false advertising

a. Click Bait

b. Identity theft

c. Piracy

d. None of the above

18. Eradicating _____is the biggest challenge in digital media

a. cybercrime

b. privacy issues

c. hacking

d. all of the above

19. _____means contacting someone by phone or email

a. Phishing

b. Piracy

c. Identity theft

d. All of the above

20. _____ means downloading malicious code by simply clicking at some advertisement

a. Malvertising

b. Spamming

c. Both a and b

d. None of the above

21. _____sis where cyber criminals make direct contact using emails

a. Malvertising

b. Hacking

c. Social engineering

d. All of the above

22. Calculation and _____ served as main purpose for earlier computers

a. watching movies

b. programming

c. surfing internet

d. none of the above

23. _____ is a vast global system that links computer networks

a. Social media

b. Facebook

c. Internet

d. None of the above

24. Telecommunication equipment is used to facilitate _____

a. drug trafficking

b. money laundering

c. trading weapons

d. all of the above

25. _____ permits perfect reproduction of prints, graphics, sound

a. Digital technology

b. Internet

c. Digital marketing

d. Digital media

26. _____ means sending persistent messages to an unwilling recipient

a. Social engineering

b. Malvertising

c. Cyber stalking

d. Stalking

27. _____ security is important for youth

a. Personal

b. Internet

c. Digital

d. Offline

28. To secure the data one must use _____

a. always log out

b. good passwords

c. short passwords

d. none of the above

29. _____ is important in case of computer malfunctions

a. Internet

b. Anti virus

c. Technology

d. All of the above

30. _____ is also known as Internet law

a. social media law

b. new media law

c. cyber law

d. online law

31. _____ is also known as ITA 2000

a. Informative technology act 2000

b. Interactive technical act 2000

c. Information technology act 2000

d. None of the above

32. _____ prevents damage from cybercriminal activities

a. ITA 2000

b. Constitution

c. Cyber law

d. Back up data

33. ITA bill was passed and signed by President _____

a. K R Narayan

b. Pranab Mukherjee

c. Ram Nath Kovind

d. None of the above

34. In 2000 the Minister of Information Technology was _____

a. K R Narayan

b. Late Shri Pramod Mahajan

c. Amit Shah

d. None of the above

35. ITA bill was passed on _____

a. 8 May 2000

b. 10 May 2000

c. 11 May 2000

d. 9 May 2000

36. ITA was amended in the year _____

a. 2008

b. 2009

c. 2007

d. 2010

37. Copyright is a form of _____ property

a. Online

b. Personal

c. Private

d. Intellectual

38. DRM means _____

a. Digital Rights Management

b. Digital Right Media

c. Digital Right Marketing

d. Direct Right Media

39. _____ penalizes sending of offensive messages

a. Section 66A

b. Section 69A

c. Section 67A

d. Section 64A

40. Copyright applies to _____

a. Paintings

b. Songs

c. Story

d. All of the above

41. After amendment ITA was passed on _____

a. 20 December 2008

b. 22 December 2008

c. 27 December 2008

d. 29 December 2008

42. In 2010, a freelance cartoonist _____was arrested under section 66A

a. Asif Trivedi

b. Arshad Trivedi

c. Aseem Trivedi

d. Aslam Trivedi

43. In _____ in first of its case Delhi Police arrested two men running a web-hosting company

a. February 2001

b. February 2002

c. February 2003

d. February 2004

44. In 2012 a girl from _____was arrested for posting a message criticising BalaSaheb Thackeray on Facebook

a. Palghar

b. Dahisar

c. Dadar

d. None of the above

45. _____ is the first person convicted for illegal sharing of copyrighted material

a. Chan Nai Ling

b. Chang Ling

c. Chang Ming

d. Chan Nai Ming

46. On March 13, 2007, Viacom filed a lawsuit against _____

a. Facebook

b. Twitter

c. YouTube

d. Instagram

47. _____ was sued over copyright video

a. Facebook

b. Google

c. Yahoo

d. YouTube

48. _____ is a blog site

a. Snapchat

b. Pinterest

c. Wordpress

d. All of the above

49. _____ may subject to business damages

a. Hacking

b. Piracy

c. Copy infringement

d. Both a and b

50. ICT stands for _____

a. Information and Communication Technologies

b. Internet and Content Technologies

c. Information and Cyber Technology

d. Both a and b

51. _____ is a major issue connecting to social media

a. Privacy

b. Internet addiction

c. Digital divide

d. all of the above

52. Digital media ethics includes _____

a. privacy

b. connecting

c. good passwords

d. none of the above

53. Digital surveillance is done of _____

a. chat rooms

b. classrooms

c. public places

d. internet

UNIT 6 – CONTENT WRITING

54. _____ is a piece of captivating writing

a. Content

b. Context

c. both a and b

d. none of the above

55. SEO stands for _____

a. search engine organisation

b. search element optimization

c. source engine optimization

d. search engine optimization

56. _____ is an activity to create content on internet

a. Marketing

b. Management

c. Content writing

d. all of the above

57. _____ is a SEO

a. Google

b. Yahoo

c. Bing

d. All of the above

58. _____ is also known as proofreading

a. Editing

b. Skimming

c. Scanning

d. Surfing

59. Freelance writer works from _____

a. home

b. office

c. both a and b

d. none of the above

60. SEM stands for _____

a. search engine management

b. search engine marketing

c. search engine media

d. none of the above

61. Successful content writer must master _____styles

a. editing

b. proofreading

c. writing

d. vlogging

62. Blogging is _____

a. Personal

b. Professional

c. both a and b

d. none of the above

63. Ad copy is short and _____

a. crisp

b. precise

c. persuasive

d. all of the above

64. _____ means finding a subject, title, angle to write about

a. Ideation

b. Blogging

c. Vlogging

d. Content writing

65. HTML stands for _____

a. Hypertext Markup Language

b. Hypertext Markup Lingustics

c. Hypertest Markup Language

d. Hypertest Marketing Language

66. CSS stands for Cascading Style Sheets

a. Cascading Short Sheets

b. Cascading Style Sheets

c. Content Style Sheets

d. Context Style Sheets

67. Content can be written on _____

a. Twitter

b. Facebook

c. Wordpress

d. all of the above

68. People view _____ more than texts

a. images

b. articles

c. letters

d. all of the above

69. DM on social media stands for _____

a. Direct marketing

b. discounted marketing

c. direct message

d. none of the above

70. Twitter has only _____ characters

a. 290

b. 280

c. 270

d. 250

71. On twitter one can add _____

a. images

b. texts

c. visuals

d. all of the above

UNIT 5- Features of a website

72. _____ is a place on world wide web that contains information

a. Website

b. cookie

c. hypertext

d. none of the above

73. Webpages are usually joined by _____

a. hypertext

b. metatext

c. hyperlinks

d. all of the above

74. _____ is where your visitors will enter the site

a. contact page

b. information page

c. home page

d. About me page

75. _____ website does not allow engagement with audience

a. Static

b. business

c. personal

d. social networking

76. _____ website allows engagement with audience

a. Static

b. Interactive

c. both a and b

d. none of the above

77. _____ is useful for searching site

a. cookie bar

b. contact bar

c. search bar

d. home bar

78. _____ page talks about the company or person

a. Contact

b. Home

c. Introduction

d. None of the above

79. Testimonials are written by _____

a. customers

b. owners

c. critics

d. all of the above

80. Advertising is carried on websites by _____

a. PR firms

b. advertisers

c. both a and b

d. none of the above

81. Linkage association can help with _____

a. Search Engine Optimization

b. Search Engine Placement

c. Search Engine Replacement

d. None of the above

82. _____on a webpage shows direction

a. Multimedia

b. Videos

c. Navigation

d. Cookies

83. Hierarchical website navigation shows _____ of website navigation from general to specific

a. Use

b. Aim

c. Structure

d. Direction

84. A website that contains more than one type of media is called _____

a. Blog

b. Multimedia

c. both a and b

d. none of the above

85. _____ website navigation links to other pages within the website

a. International

b. Local

c. National

d. Regional

86. Top level sections of a website are shown by _____ website navigation

a. Global

b. National

c. Regional

d. None of the above

87. A website contains _____

a. Graphics

b. Video clips

c. Content

d. All of the above

88. _____ means simultaneously recording and broadcasting

a. Live streams

b. Animation

c. Blogging

d. None of the above

89. A cookie is a type of message given to web browser by a _____

a. Web server

b. Social media

c. User

d. Internet provider

90. Session cookie is also called a _____ cookie

a. translucent cookie

b. transient cookie

c. transferred cookie

d. none of the above

91. Persistent cookie is also known as _____- cookie

a. Permanent

b. Temporary

c. Both a and b

d. None of the above

92. HTTP stands for _____

a. Hypertext testing protocol

b. Hypertext transfer protocol

c. Hypertest transfer permit

d. None of the above

93. A good website should have _____

a. Design

b. Creativity

c. suitable links

d. All of the above

94. Design errors means is a _____ mistake

a. content creator's

b. content writer's

c. designer's

d. editor's

95. _____ leads to misdirection

a. broken links

b. direct messaging

c. video sharing

d. none of the above

UNIT 4 TOOLS AND TRENDS

96. Email marketing is sending _____ message to a group of people

a. commercial

b. personal

c. entertainment

d. educational

97. _____ is marketing on a mobile device

a. Internet marketing

b. door-to-door marketing

c. Personal marketing

d. Mobile marketing

98. SMS stands for _____

a. Short Messaging Service

b. Small Messages Service

c. Short Message Service

d. Short Multimedia Service

99. Email marketing can reach _____ number of people

a. small

b. large

c. limited

d. none of the above

100. PPC stands for _____

a. Pay post click

b. pay per count

c. pay per click

d. pay post count

101. Q. R CODE stands for _____

a. Quite response

b. quiet response

c. quick response

d. none of the above

102. MMS stands for _____

a. Multimedia messaging service

b. Media messaging service

c. Media multi messaging service

d. Multimedia message service

103. LBS stands for _____

a. Location based service

b. Location biased service

c. Local based service

d. Local biased service

104. CPC stands for _____

a. Cost per click

b. Cost per cost

c. click per click

d. click per cost

105. _____ means study of impact of a website on it users

a. Lead nurturing

b. Web analysis

c. Web analytics

d. Social metrics

106. _____ tracks web traffic to your web site and collects data

a. Crazy Egg

b. Bing Analytics

c. Google Analytics

d. None of the above

107. _____ tells you how your visitors navigate your site

a. Bing Analytics

b. Google Analytics

c. Social metrics

d. Crazy Egg

108. _____ is a file output from the web server containing a record of all requests that server receives

a. Crazy Egg

b. Lead Nurturing

c. Log File Analysis

d. Google Analytics

109. _____ is a process of developing relationship with buyer at every stage of the sales funnel

a. Lead Nurturing

b. Log File Analysis

c. Crazy egg

d. None of the above

110. _____ often requires a monthly fee

a. Log File Analysis

b. Page Tagging

c. Both a and b

d. None of the above

111. Alexa obtains _____

a. Data on international competitors

b. Rankings of websites for overall picture

c. both a and b

d. None of the above

112. _____ analyzes best performing keywords of competitors for organic

a. Fanpage Karma

b. Twitonomy

c. iSpionage

d. All of the above

UNIT 3 SOCIAL MEDIA

113. _____ is one of the largest social networks in the world

a. Facebook

b. Reddit

c. Tumblr

d. Pinterest

114. _____ is the professional social networking websites

a. Facebook

b. Twitter

c. Linkedin

d. All of the above

115. _____ started the hashtag trend

a. Facebook

b. Instagram

c. Twitter

d. Snapchat

116. Hashtag words are also known as _____

a. Direct messages

b. chats

c. keywords

d. None of the above

117. _____ is a social media dashboard application for management of Twitter accounts

a. TweetDeck

b. TweetCheck

c. TweetIt

d. None of the above

118. Blogging also means _____

a. WEB LOG

b. WEB BLOG

c. WEB SITE

d. WEB VLOG

119. _____ is type of a micro blogging

a. Pinterest

b. Tumblr

c. both a and b

d. None of the above

120. _____ is an open source blogging platform

a. Spirit

b. Ghost

c. Wix

d. None of the above

121. _____ helps you to create beautiful website

a. Wix

b. Pinterest

c. Reddit

c. Tumblr

122. Penzu is focused on original purpose of _____

a. photo sharing

b. video creation

c. video sharing

d. blogs

123. Twitter started in the year _____

a. 2009

b. 2003

c. 2006

d. 2004

124. _____ is Google's social networking project

a. Google +

b. Facebook

c. Both a and b

d. None of the above

125. _____ started by David Karp

a. Reddit

b. Tumblr

c. Twitter

d. Snapchat

126. Tumblr started in _____

a. 2009

b. 2003

c. 2007

d. 2005

127. Instagram was founded in _____

a. 2010

b. 2011

c. 2012

d. 2013

128. _____ is a major concern on social media

a. Privacy

b. Bullying

c. Both a and b

d. None of the above

129. People suffer _____online

a. Stalking and Bullying

b. Depression

c. Both a and b

d. None of the above

130. The types of social media are _____

a. Relationship networks

b. Media sharing networks

c. Online reviews

d. all of the above

131. SMM stands for _____

a. Social Media Management

b. Social Marketing on Media

c. Social Media Marketing

d. All of the above

132. One can improve Google ranking through social media by _____

a. Growing the number of followers

b. Encouraging external inbound links

c. Optimizing the posts for searches

d. all of the above

133. One can integrate social media on website by _____

a. Social share

b. Social login

c. Social video

d. All of the above

134. _____ is a website that uses social media analytics to rate its users

a. Klout

b. Peerindex

c. both a and b

d. None of the above

135. Peerindex is a _____ based company

a. London

b. America

c. Europe

d. China

136. _____ monitors & collects social engagement events related with online content

a. Peerindex

b. Klout

c. Post Rank

d. None of the above

137. _____ helps you achieve effective presence on Twitter & Facebook

a. Crowd Booster

b. Klout

c. PostRank

d. Peerindex

UNIT 2 – SEARCH ENGINE OPTIMIZATION

Q.138. _____ measures a web page's importance

a. Post Rank

b. Klout

c. Page Rank

d. None of the above

Q.139. _____ is a math formula

a. SEO

b. SEM

c. search engine

d. search engine algorithm

Q.140. _____ are used to get top ranking position

a. Back Hat Techniques

b. Black Hat Techniques

c. Blue Hat Techniques

d. Brown Hat Techniques

Q.141. _____ is a type of search engine penalty

a. SEO

b. SEM

c. Duplicate content

d. none of the above

Q.142. _____ means unwanted comments

a. Comment duplication

b. Comment spam

c. both a and b

d. none of the above

Q.143. Google Panda update was first released in _____

a. 2011

b. 2019

c. 2016

d. 2014

Q.144. _____ is used to combat use of spammy link building

a. Penguin bird

b. Hummingbird

c. Penguin update

d. all of the above

Q.145. _____ was made to make algorithm smarter

a. Penguin update

b. Hummingbird update

c. Google panda update

d. all of the above

Q.146. Pigeon update was released in _____

a. 2017

b. 2013

c. 2014

d. 2019

Q.147. _____ means when a webpage links to any of your articles

a. link juice

b. no follow link

c. do follow link

d. anchor text

Q.148. _____means when one website cannot link to another

a. link juice

b. no follow link

c. do follow link

d. anchor text

Q.149 _____could be added in blogs for follow

a. link juice

b. no follow link

c. do follow link

d. anchor text

Q.150 _____come from harvested sites

a. link juice

b. no follow link

c. low quality links

d. anchor text

Q.151. Text used for hyperlinks is called _____

a. link juice

b. no follow link

c. low quality links

d. anchor text

Q.152. What is multimedia?

A. Multimedia is the presentation of information using images.

B. Multimedia is the presentation of information using a variety of forms.

C. Multimedia is the presentation of information in only one form.

D. Multimedia is the presentation of information through the media.

Q.153. How can multimedia be displayed?

A. Magazines, television and book

B. Computers, T.V's and Websites

C. Magazines, newspapers and books

D. Computers, newspapers and Website

Q. 154. What six elements can be combined to create multimedia?

A. Colour, hypertext, images, music, voiceover and video

B. Audio, hypertext, images, colour, music and animation

C. Text, links, animation, video, sound effects and music

D. Audio, images, animation, hypertext, text and video

Q.155. _____ is an element of multimedia that uses symbols, numbers and letters to display information.

A. Animation

B. Audio

C. Text

D. Video

Q.156. _____ is a navigation link from one website page to another.

A. Hypertext

B. Text

C. A homepage

D. A button

Q.157. A digital camera, computer monitor, microphone, keyboard and headphones are all examples of

A. Software

B. Hardware

C. Multimedia

D. Presentation tools

Q.158. IMovie, iWeb and Adobe Photoshop are types of _____.

A. Hardware

B. Software

C. Operating systems

D. Multimedia

Q.159. Voiceover, music and sound effects are all types of _____ that can be included in a multimedia presentation.

A. Video

B. Animation

C. Audio

D. Multimedia

Q.160 USB's, hard disks and optical disks allow you to _____ data

A. Store

B. Create

C. Change

D. Edit

Q.161 Multimedia is mainly created for _____

A. Teaching and learning

B. Entertainment

C. Advertising

D. All of the above

Q. 162. Social networks are organized primarily around _____

A. brands

B. people

C. discussions

D. interests

Q.163. Which social network is considered the most popular for social media marketing?

A. Twitter

B. Facebook

C. Linkdin

D. Whats App

Q.164. What is the name for Facebook`s ranking algorithm?

A. Like Rank

B. Face rank

C. Page rank

D. Edge rank

Q.165. Which of the following is an important aspect of creating blogs and posting content?

A. Using a witty user name

B. Posting at least once a month to the blog

C. Social Media Optimization

D. All of the above

Q.166 What is meant by "micro-blogging"?

A. Blogs which are posted by companies, not individuals

B. Blogs with limited individual posts, limited by character count typically

C. Blogging from mobile devices

D. All of the above

Q.167. What is "social media optimization"?

A. Creating content which easily creates publicity via social networks

B. Writing clear content

C. Creating short content which is easily indexed

D. Hiring people to create content for social networks

Q.168. What would the marketing budget section of a marketing plan detail?

A. The cost to write the plan

B. The marketing personnel job descriptions

C. The expected costs for each ad campaign based on the delivery method

D. None of the above

Q.169. What is the name of Facebook's analytic package?

A. Princeps

B. Viewership

C. Discover

D. Insights

Q.170. How does creating a social network marketing plan differ from a traditional marketing plan?

A. The brand image should be completely different for social marketing

B. The staff requirements and skill sets for social marketing are different

C. Other than the method of delivery, a marketing plan either way will be similar

D. None of the above

Q.171. Which of the following is functions of social media for business?

A. Are you participating in the conversation and sharing?

B. Are you listening and monitoring what is being said about you?

C. Both A and B

D. None of the above

Q.172. Digital marketing is often referred to as_____.

A. online marketing

B. internet marketing

C. web marketing

D. All of the above

Q.173. Which of the following is not a traditional forms of digital marketing?

A. radio

B. TV

C. billboard

D. All of the above

Q.174. _____ means marketing through writing content

a. Article marketing

b. Social marketing

c. both a and b

d. none of the above

Q.175. PR stands for _____

a. Press Return

b. Press Reality

c. Press Release

d. None of the above

Q.176. Guest blogging is a great mode of building _____

a. backlinks

b. connections

c. both a and b

d. none of the above

Q.177. _____ are incoming links to the page

a. backlinks

b. frontlinks

c. both a and b

d. none of the above

Q.178. SERP stands for _____

a. Search End Result Page

b. Search End Results Page

c. Search Ending Result Page

d. Search Engine Result Page

Q.179. Video marketing allows sharing of _____

a. photos

b. videos

c. both a and b

d. none of the above

Q.180. _____ is a way of promoting site

a. Photo sharing

b. link baiting

c. both a and b

d. none of the above

Q.181. Photo sharing can be done through _____

a. Flickr

b. Photo bucket

c. Picasa

d. all of the above

Q.182. _____ promotes your clients website

a. Social bookmarking

b. Picasa

c. both a and b

d. none of the above

Q.183. Off page SEO happens _____

a. offline

b. online

c. both a and b

d. none of the above

Q.184. H1 tags are reserved for _____

a. page title

b. photos

c. videos

d. all of the above

Q.185. _____ are known as address of the website

a. URL

B. URK

C. ULR

C. URR

Q. 186 Meta tags include _____

a. key phrases

b. keywords

c. key pictures

d. key videos

Q. 187. _____ include the name of your posts

a. page titles

b. backlinks

c. both a and b

d. none of the above

Q. 188. _____ means stuffing of keywords

a. keyword density

b. keyword proximity

c. keyword research

d. none of the above

Q.189 _____ means distance between keywords

a. keyword density

b. keyword proximity

c. keyword research

d. none of the above

Q.190. _____ is number of times keywords are repeated

a. keyword frequency

b. keyword proximity

c. keyword research

d. none of the above

Q.191. _____ are long phrases in keywords

a. Long tail keyword

b. keyword proximity

c. keyword research

d. none of the above

Q.192. _____contains irrelevant keywords

a. keyword stuffing

b. keyword research

c. both a and b

d. none of the above

Q.193 _____ is the best way of finding keywords

a. keyword stuffing

b. keyword research

c. both a and b

d. none of the above

Q. 194. SERP stands for _____

a. Search Engine Research Page

b. Search Engine Result Page

c. Search Ending Result Page

d. Search Ending Research Page

Q.195 _____ was designed by Sergey Brin

a. Google

b. Twitter

c. Facebook

d. None of the above

Q. 196. _____ was developed by David Filo

a. Google

b. Yahoo

c. Twitter

d. Bing

Q.197 _____ was developed by Microsoft

a. Yahoo

b. Google

c. Bing

d. all of the above

Q. 198. _____ was developed by David Warthen

a. bing

b. ask.com

c. yahoo

d. google

Q.199 Bing was developed in _____

a. 2008

b. 2003

c. 2009

d. 2010

Q.200. _____ is founded by Steve Case

a. Yahoo

b. AOL. com

c. Bing

d. yandex

Q.201. _____ was founded by Gabriel Weinberg

a. Yahoo

b. Aol. Com

c. Bing

d. DuckDuckGo

Q.202. _____ is powered by Llya Segalovich

a. Yandex

b. Yahoo

c. Bing

d. None of the above

Q.203. _____ is founded by Brian Pinkerton

a. Webcrawler

b. Bing

c.Yandex

d. None of the above

Q.204. _____ is a computational knowledge engine

a. Wolframalpha

b. Bing

c.Yandex

d. all of the above

Q.205. Infospace was founded in _____

a. 2003

b. 2007

c. 2005

d. 2009

Q.206. _____ was founded by Rich Skrenta

a. Infospace

b. Yandex

c. ask

d. none of the above

Q.207. Types of search engines are _____

a. crawler based

b. directories

c. hybrid search engine

d. all of the above

Q.208. _____ use human editors

a. Directory

b. crawler based engine

c. both a and b

d. none of the above

Q.209. _____ use combination style

a. hybrid search engine

b. crawler based engine

c. both a and b

d. none of the above

Q. 210. _____ take results from other search engines

a. Infospace

b. Yandex

c. ask

d. meta search engine

Q. 211. Speciality search engines cater to _____ audience

a. all

b. niche

c. both a and b

d. none of the above

Q.212. Froogle is an example of _____

a. Directory

b. specialty search engine

c. both a and b

d. none of the above

Q.213. Dogpile is an example of _____

a. meta search engine

b. directory

c. both a and b

d. none of the above

Q.214. _____ is earning traffic through paid listing

a. PPC

b. PPS

C. PPR

D.PPP

Q.215. _____ is earning traffic through unpaid listing

a. SEO

B. PPS

C. PPR

D.PPP

Q.216. _____ is a search engine

a. google

b. yahoo

c. both a and b

d. none of the above

UNIT ONE INTRODUCTION TO DIGITAL MEDIA

Q.217._____is a traditional media

a. Internet

b. newspaper

c. both a and b

d. none of the above

Q.218. Benefits of digital media are _____

a. Engagement

b. Interaction

c. Experience

d.all of the above

Q.219. _____ is the principle of digital media

a. digital

b. traditional

c. both a and b

d. none of the above

Q.220. _____ refers to translation of a new media object from one format to another

a. Automation

b. Transcoding

c. Modularity

d. all of the above

Q.221 _____ allows users to create media objects using templates

a. Automation

b. Transcoding

c. Modularity

d. all of the above

Q.222. _____ means any video or audio data within itself which links to other data

a. Automation

b. Transcoding

c. Modularity

d. Hypertexuality

Q.223 _____ are electronic version of books

a. ebooks

b. e magazines

c. both a and b

d. none of the above

Q.224. Video games can be played with _____

a. internet

b. no internet

c. both a and b

d. none of the above

Q.225. World of Warcraft is a _____

a. video game

b. movie

c. documentary

d. all of the above

Q.226 _____ are made to advertise a show or film

a. Websites

b. ebooks

c. both a and b

d. none of the above

Q.227. Facebook was founded by _____

a. Mark Zuckerberg

b. Markus Zuckerberg

c. Markel Zuckerberg

d. Martin Zuckerberg

Q.228. Twitter was founded by _____

a. Noah Glass

b. Markus Zuckerberg

c. Markel Zuckerberg

d. Martin Zuckerberg

Q.229 Twitter was founded in California

a. California

b. Las vegas

c. Chicago

d. San Jose

Q.230. Facebook was founded in _____

a. Cambridge

b. Las vegas

c. Chicago

d. San Jose

Q.231 Instagram was developed by _____

a. Kevin Systrom

b. Kendal Systrom

c. Kelly Systrom

d. Kellie Systrom

Q.232. Instagram was founded in _____

a. America

b. London

c.China

D. Europe

Q.233. Snapchat was developed by _____

a. Evan Spiegel

b. Evans Peter

c. Evans Petyr

d. none of the above

Q.234 _____was the famous networking site before Facebook

a. Orkut

b. Instagram

c. both a and b

d. none of the above

Q.235 Orkut was founded in _____

a. 2005

b. 2000

c. 2004

d. 2001

Q.236. Tumblr was founded by _____

a. David Karpet

b. David Karpenter

c. David Karp

d. David Ken

Q.237. Tumblr was founded in _____

a. 2009

b. 2003

c. 2007

d. 2008

Q.238. Reddit was founded by _____

a. Steve Huffman

b. Steven Huffman

c. Steven Haffman

d. Steve Haufman

Q.239. Reddit was founded in _____

a. 2003

b. 2012

c. 2005

d. 2017

Q.240. Pinterest was founded in _____

a. Europe

b. London

c. Japan

d. America

Q.241 Pinterest was founded in _____

a. 2019

b. 2010

c. 2016

d. 2017

UNIT 4 TOOLS AND TREND IN DIGITAL MEDIA

Q. 242. _____ gets detailed and visual analytics on anyone's tweets

a. iSpionage

b. Twitonomy

c. Both a and b

d. none of the above

Q.243. _____ is an online tool for social media analytics

a. iSpionage

b. Twitonomy

c. Fan Page Karma

d. None of the above

Q.244. _____ digs deeper into Twitter analytics

a. iSpionage

b. Twitonomy

c. Followerwonk

d. All of the above

Q.245. _____ monitors and tracks keywords mentions

a. Social mentions

b. Twitonomy

c. Followerwonk

d. All of the above